

AUSTRALIA



BETWEEN 2020 AND 2021, THE LIVE PERFORMANCE INDUSTRY EXPERIENCED GROWTH IN REVENUE AND ATTENDANCE.

HOWEVER, COVID-19 RESTRICTIONS CONTINUED TO HINDER ACTIVITY, WITH REVENUE AND ATTENDANCE LOWER THAN PRE-COVID LEVELS.



AUSTRALIA SPENT \$26.35 PER PERSON ON LIVE PERFORMANCE EVENTS

REVENUE DOWN



65%

FROM 2019

REVENUE UP



12%

FROM 2020

ATTENDANCE DOWN



54%

FROM 2019

ATTENDANCE UP



40%

FROM 2020



TOTAL REVENUE (TICKET SALES)

\$0.7 BILLION



TOTAL ATTENDANCE (TICKETS ISSUED)

10.9 MILLION

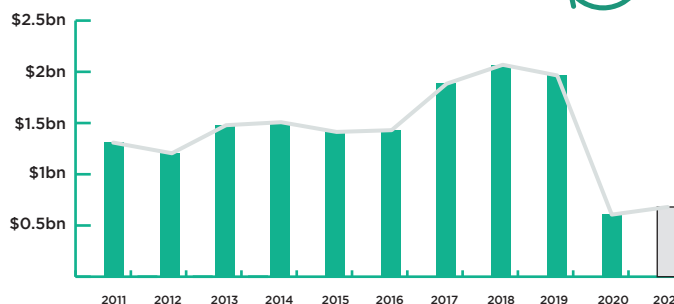




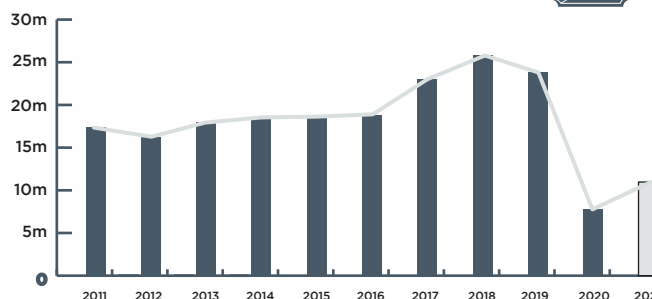
TOP 3 REVENUE

1. MUSICAL THEATRE
\$202 MILLION
2. CONTEMPORARY MUSIC
\$145 MILLION
3. THEATRE
\$53.6 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC
2.7 MILLION
2. MUSICAL THEATRE
1.8 MILLION
3. FESTIVALS (MULTI-CATEGORY)
1.6 MILLION



MUSICAL THEATRE COMMANDS THE LARGEST MARKET SHARE OF NATIONWIDE REVENUE **(30%)** AND SECOND LARGEST MARKET SHARE OF ATTENDANCE (16%)



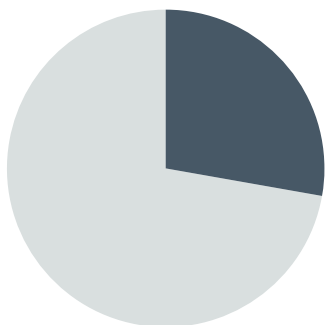
BALLET AND DANCE RECORDED THE HIGHEST CATEGORY INCREASE IN REVENUE **(258%)** BETWEEN 2020 AND 2021. KEY EVENTS INCLUDED *NEW YORK DIALECTS*, *COUNTERPOINTE*, *THE SLEEPING BEAUTY* AND *THE NUTCRACKER*



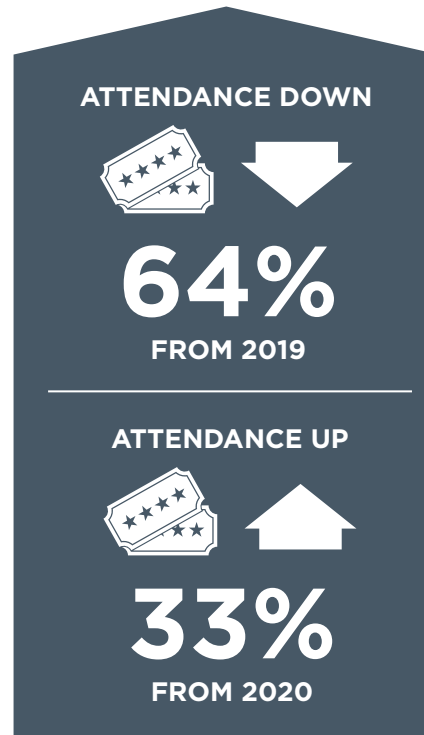
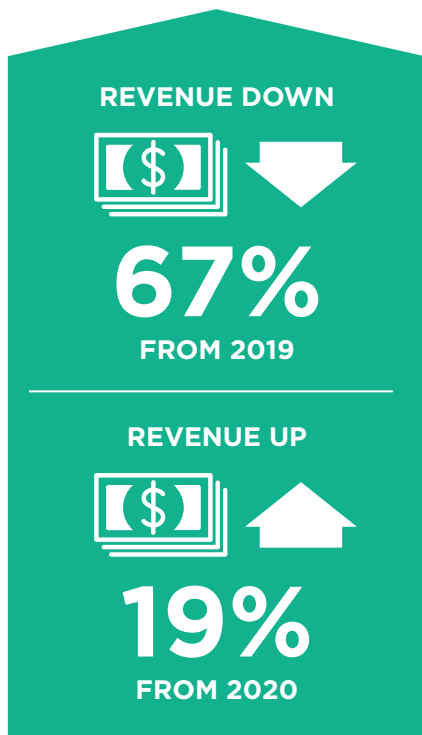
COMEDY RECORDED THE HIGHEST CATEGORY INCREASE IN ATTENDANCE **(246%)** BETWEEN 2020 AND 2021. KEY EVENTS INCLUDED *MELBOURNE INTERNATIONAL COMEDY FESTIVAL* AND PERFORMANCES BY COMEDIANS SUCH AS *CARL BARRON*, *DANIEL SLOSS*, *HANNAH GADSBY* AND *RUSSELL HOWARD*



NEW SOUTH WALES



NSW GENERATED
28%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

31%



TOTAL REVENUE (TICKET SALES)
\$217 MILLION



NSW SPENT \$26.82 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$26.35



TOTAL ATTENDANCE (TICKETS ISSUED)

2.6 MILLION



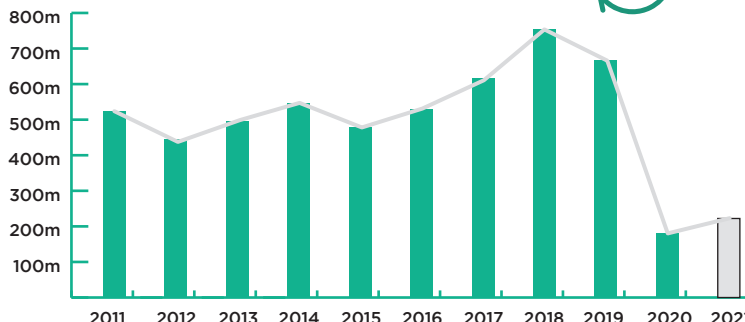
NEW SOUTH WALES



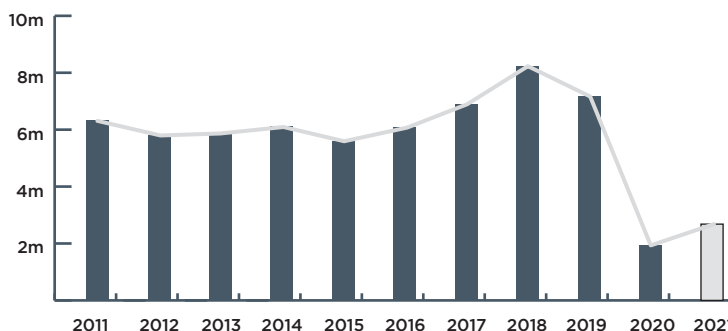
TOP 3 REVENUE

1. MUSICAL THEATRE
\$110.5 MILLION
2. CONTEMPORARY MUSIC
\$30.3 MILLION
3. THEATRE
\$13.8 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. MUSICAL THEATRE
867,313
2. CONTEMPORARY MUSIC
549,497
3. CHILDREN'S/FAMILY
307,969



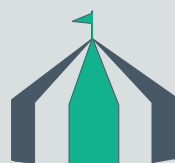
NSW RECORDED THE HIGHEST REVENUE (32%) AND ATTENDANCE (24%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



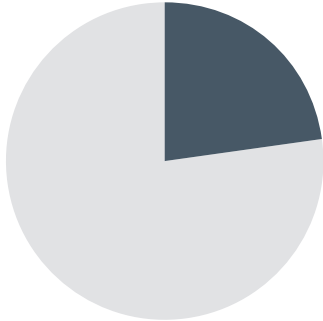
MUSICAL THEATRE CONTRIBUTED THE HIGHEST SHARE TO NSW'S OVERALL REVENUE AND ATTENDANCE, WITH A SHARE OF 51% AND 33% RESPECTIVELY. TOP EVENTS INCLUDED HAMILTON, COME FROM AWAY AND FROZEN




BETWEEN 2020 AND 2021, CIRCUS AND PHYSICAL THEATRE EXPERIENCED THE LARGEST CATEGORY GROWTH IN REVENUE (1036%) AND ATTENDANCE (471%). THE GROWTH WAS PRIMARILY ATTRIBUTED TO MAGIC MIKE LIVE AND THE LITTLE PRINCE.





VICTORIA




VIC GENERATED
23%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE DOWN

75%
FROM 2019

REVENUE DOWN

0.2%
FROM 2020

ATTENDANCE DOWN

68%
FROM 2019

ATTENDANCE UP

53%
FROM 2020



SHARE OF NATIONAL
POPULATION
26%



TOTAL REVENUE (TICKET SALES)
\$158 MILLION



VIC SPENT \$24.08 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$26.35



TOTAL ATTENDANCE (TICKETS ISSUED)
2.4 MILLION



VICTORIA



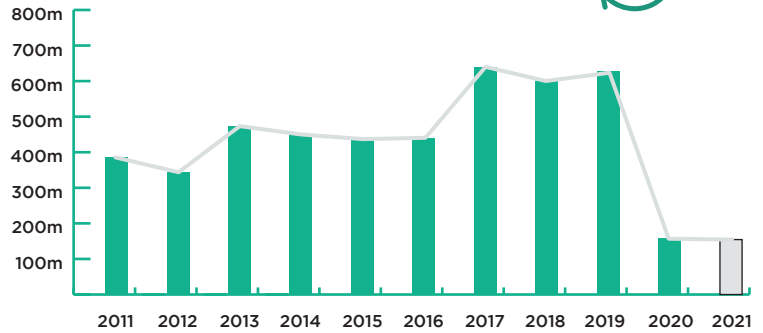
TOP 3 REVENUE

1. CONTEMPORARY MUSIC
\$38.9 MILLION

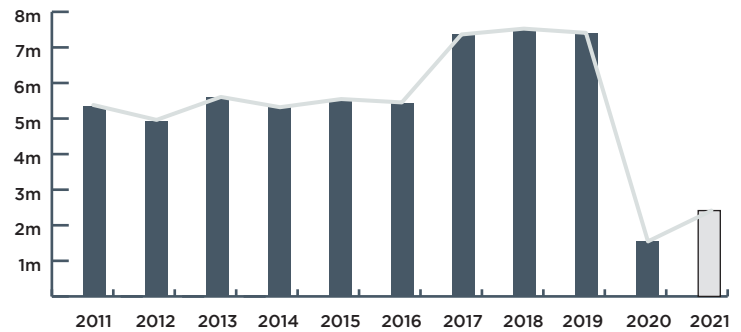
2. MUSICAL THEATRE
\$34.2 MILLION

3. THEATRE
\$26.7 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. COMEDY
675,538

2. CONTEMPORARY MUSIC
658,542

3. MUSICAL THEATRE
281,935



VICTORIA RECORDED THE SECOND HIGHEST REVENUE (23%) AND ATTENDANCE (22%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA

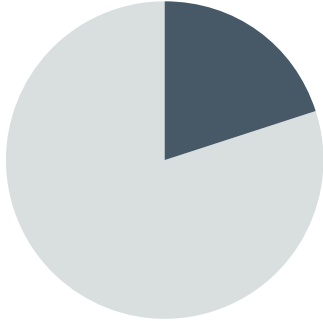
VICTORIA GENERATED 47% OF NATIONWIDE REVENUE AND 58% OF NATIONWIDE ATTENDANCE IN COMEDY, WITH MAJOR EVENTS INCLUDING THE MELBOURNE INTERNATIONAL COMEDY FESTIVAL AND FESTIVAL AND PERFORMANCES BY COMEDIANS SUCH AS DANIEL SLOSS AND ARJ BARKER



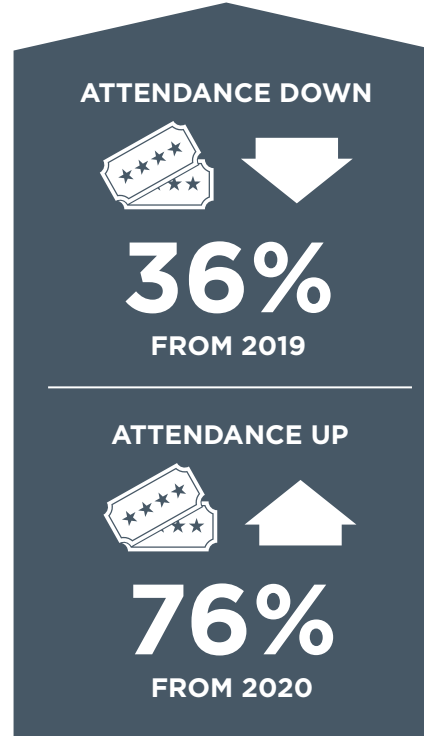
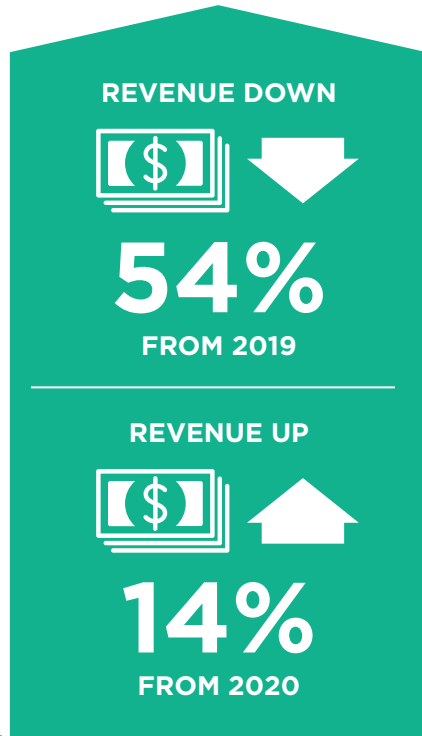
BETWEEN 2020 AND 2021, OPERA WITNESSED A SIGNIFICANT GROWTH IN REVENUE BY 672.3%, ATTENDANCE BY 423.5% AND AVERAGE TICKET PRICE. TOP EVENTS INCLUDED AIDA, DAS RHEINGOLD, AND ERNANI



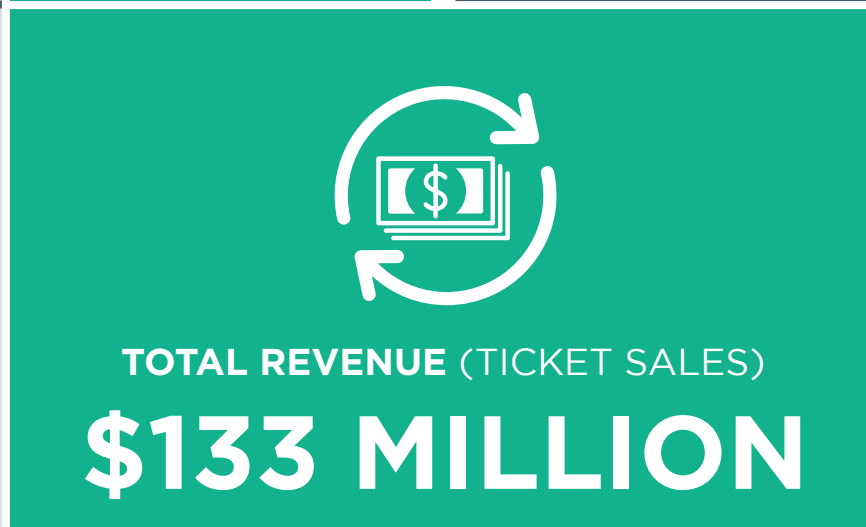
QUEENSLAND



QLD GENERATED
20%
OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION
20%



QLD SPENT \$25.24 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$26.35



QUEENSLAND



TOP 3 REVENUE

1. CONTEMPORARY MUSIC

\$36.9 MILLION

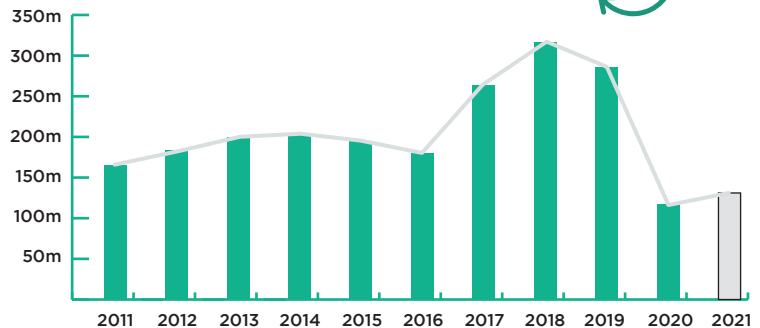
2. MUSICAL THEATRE

\$29.8 MILLION

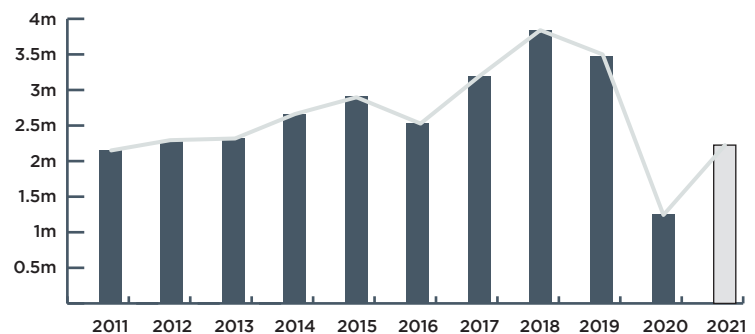
3. FESTIVALS (CONTEMPORARY MUSIC)

\$17.3 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

731,773

2. MUSICAL THEATRE

323,902

3. CHILDREN'S/FAMILY EVENTS

219,827



QUEENSLAND RECORDED THE THIRD HIGHEST REVENUE (20%) AND ATTENDANCE (20%) AMONGST ALL STATES AND TERRITORIES IN AUSTRALIA



CONTEMPORARY MUSIC WAS THE LARGEST CONTRIBUTOR TO QLD'S TOTAL REVENUE AND ATTENDANCE WITH 28% AND 33% OF TOTAL SHARE RESPECTIVELY. TOP EVENTS INCLUDE PERFORMANCES BY MIDNIGHT OIL, THE CAT EMPIRE, PAUL KELLY AND TINA ARENA



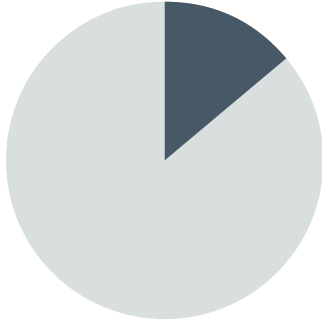
QUEENSLAND WAS THE LARGEST CONTRIBUTOR TO NATIONWIDE FESTIVALS (CONTEMPORARY MUSIC) REVENUE AND ATTENDANCE, OUTPERFORMING VICTORIA AND NSW



BETWEEN 2020 AND 2021, BALLET AND DANCE WITNESSED A SIGNIFICANT GROWTH IN REVENUE (488%) AND ATTENDANCE (297%), PRIMARILY DRIVEN BY EVENTS SUCH AS THE SLEEPING BEAUTY, THE NUTCRACKER AND DRACULA



WESTERN AUSTRALIA



WA GENERATED
14%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE DOWN

56%
FROM 2019

REVENUE UP

17%
FROM 2020

ATTENDANCE DOWN

38%
FROM 2019

ATTENDANCE UP

27%
FROM 2020



SHARE OF NATIONAL
POPULATION
11%

TOTAL REVENUE (TICKET SALES)
\$85.0 MILLION



WA SPENT \$30.77 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$26.35

TOTAL ATTENDANCE (TICKETS ISSUED)
1.6 MILLION





TOP 3 REVENUE

1. MUSICAL THEATRE

\$22.0 MILLION

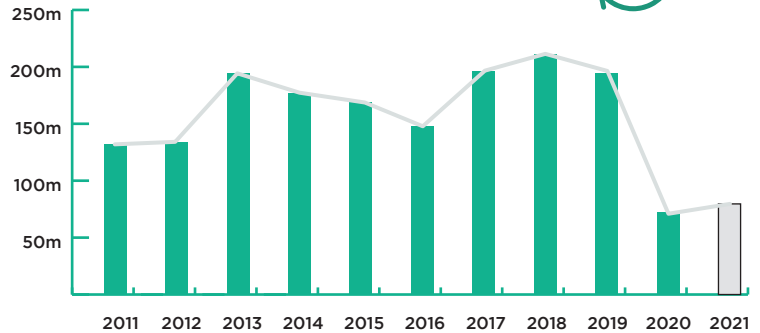
2. CONTEMPORARY MUSIC

\$20.6 MILLION

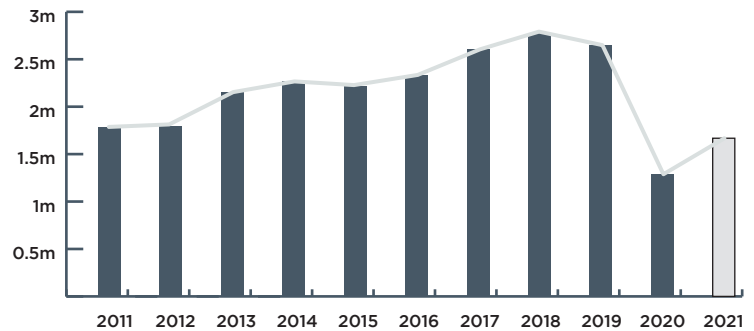
3. FESTIVALS (MULTI CATEGORY)

\$9.6 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. CONTEMPORARY MUSIC

442,283

2. FESTIVALS (MULTI CATEGORY)

333,041

3. MUSICAL THEATRE

245,654



WA WAS THE FOURTH LARGEST CONTRIBUTOR TO NATIONWIDE REVENUE (13%) AND ATTENDANCE (15%)



MUSICAL THEATRE CONTRIBUTED THE HIGHEST SHARE TO WA'S TOTAL REVENUE (26%) AND CONTEMPORARY MUSIC CONTRIBUTED THE HIGHEST SHARE TO THE TOTAL ATTENDANCE (27%).



WA WAS A MAJOR CONTRIBUTOR TO NATIONWIDE CLASSICAL MUSIC REVENUE (25%) AND ATTENDANCE (30%). TOP EVENTS INCLUDED STAR WARS: RETURN OF THE JEDI IN CONCERT AND ONE BIG VOICE



BETWEEN 2020 AND 2021, CHILDREN'S/ FAMILY WITNESSED SIGNIFICANT GROWTH IN REVENUE BY 256%, ATTENDANCE BY 193% AND AVERAGE TICKET PRICE, ATTRIBUTABLE TO EVENTS INCLUDING BLUEY'S BIG PLAY AND THE WIGGLES



SOUTH AUSTRALIA



SA GENERATED
10%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE DOWN
 59%
FROM 2019

REVENUE UP
 9%
FROM 2020

ATTENDANCE DOWN
 41%
FROM 2019

ATTENDANCE UP
 2%
FROM 2020



SHARE OF NATIONAL
POPULATION

7%

TOTAL REVENUE (TICKET SALES)
\$54.2 MILLION



SA SPENT **\$30.01 PER PERSON**
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON **\$26.35**

TOTAL ATTENDANCE (TICKETS ISSUED)
1.4 MILLION



SOUTH AUSTRALIA



TOP 3 REVENUE

1. FESTIVALS (MULTI CATEGORY)

\$21.4 MILLION

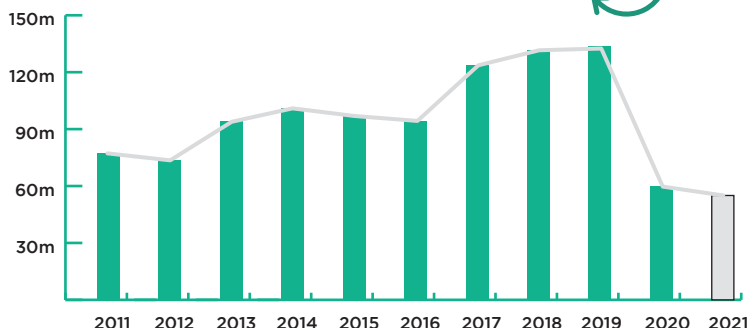
2. CONTEMPORARY MUSIC

\$11.6 MILLION

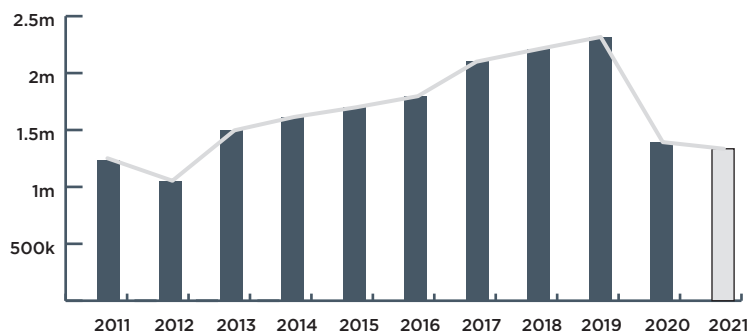
3. CLASSICAL MUSIC

\$5.7 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

799,053

2. CONTEMPORARY MUSIC

212,337

3. CHILDREN'S/FAMILY

116,640



SA WAS THE LARGEST CONTRIBUTOR TO NATIONWIDE FESTIVALS

(MULTI CATEGORY) REVENUE (57%) AND ATTENDANCE (51%)



FESTIVALS (MULTI CATEGORY) CONTRIBUTED THE LARGEST SHARE TO SA'S OVERALL REVENUE (40%) AND ATTENDANCE (59%).

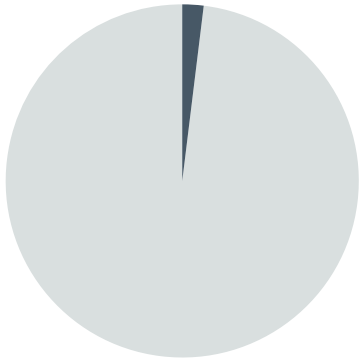
MAJOR FESTIVALS INCLUDED ADELAIDE FRINGE AND ADELAIDE FESTIVAL




DESPITE A SLIGHT DECLINE IN SA'S OVERALL REVENUE BETWEEN 2020 AND 2021, CIRCUS AND PHYSICAL THEATRE, OPERA, BALLET AND DANCE, CHILDREN'S/FAMILY AND CLASSICAL MUSIC EVENTS EXPERIENCED SIGNIFICANT REVENUE GROWTH





TASMANIA




TAS GENERATED
2%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE DOWN

37%
 FROM 2019

REVENUE UP

53%
 FROM 2020

ATTENDANCE UP

0.3%
 FROM 2019

ATTENDANCE UP

89%
 FROM 2020



SHARE OF NATIONAL
POPULATION

2%



TOTAL REVENUE (TICKET SALES)

\$14.2 MILLION



TAS SPENT \$24.95 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$26.35



TOTAL ATTENDANCE (TICKETS ISSUED)

351,977



TASMANIA



TOP 3 REVENUE

1. FESTIVALS (CONTEMPORARY MUSIC)

\$3.7 MILLION

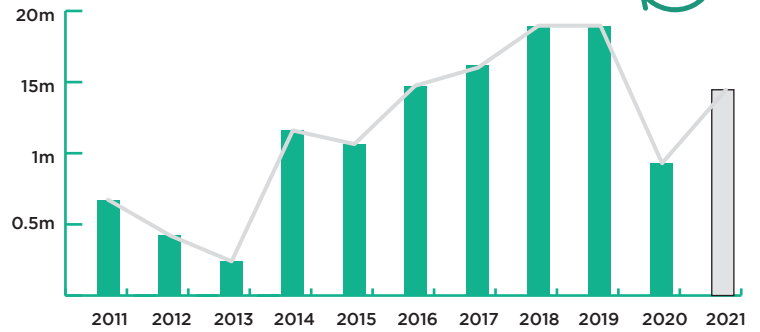
2. CONTEMPORARY MUSIC

\$3.4 MILLION

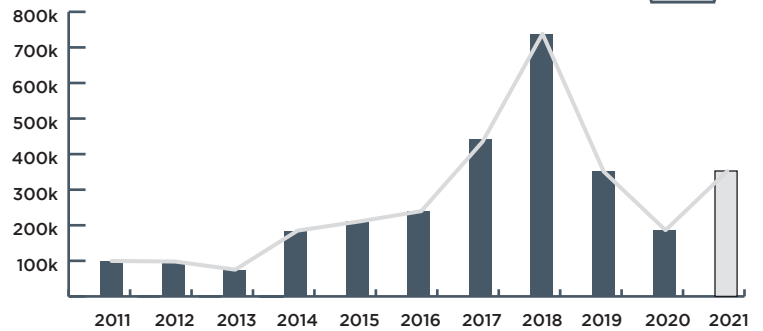
3. MUSICAL THEATRE

\$2.6 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

130,758

2. CONTEMPORARY MUSIC

79,144

3. MUSICAL THEATRE

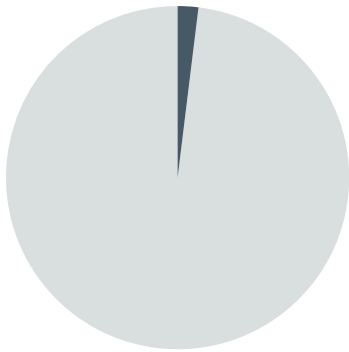
33,905



TASMANIA'S GROWTH IN REVENUE BETWEEN 2020 AND 2021 WAS DRIVEN BY COMEDY, CLASSICAL MUSIC, MUSICAL THEATRE AND FESTIVAL (MULTI CATEGORY) CATEGORIES

TOP EVENTS INCLUDED THE ROCKY HORROR SHOW AND PARTY IN THE APOCALYPSE PT.1

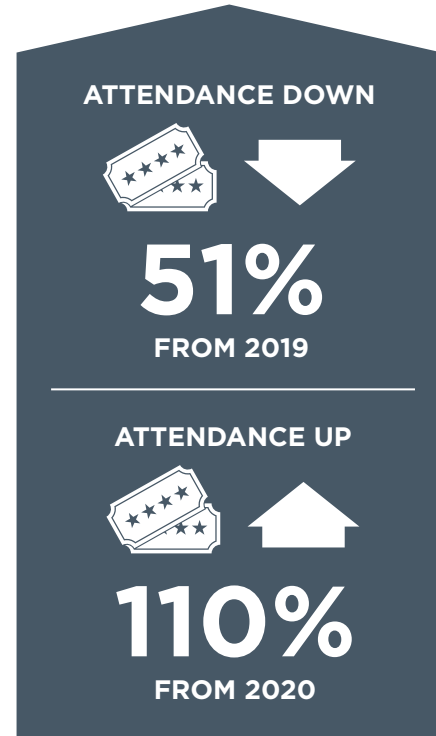
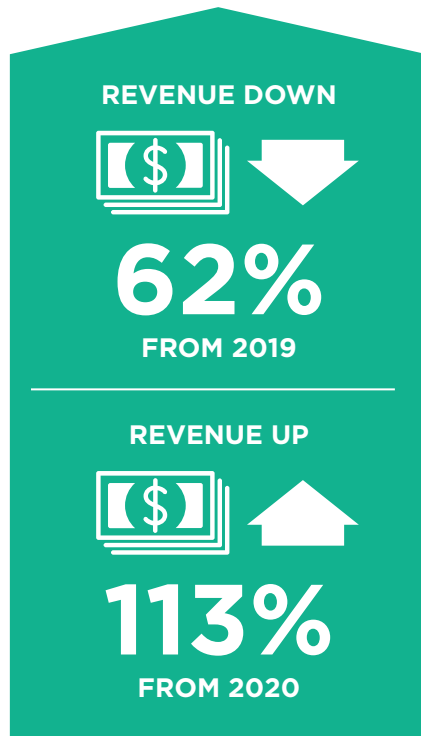




ACT GENERATED

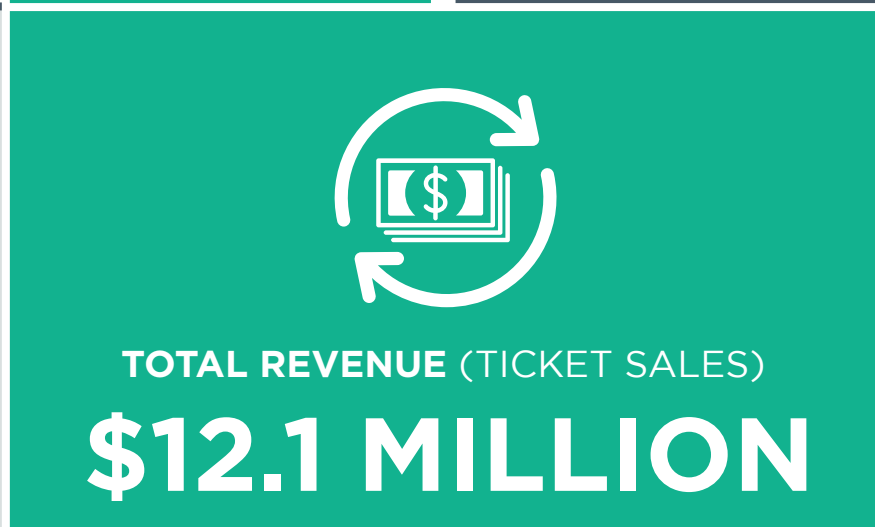
2%

OF NATIONWIDE
REVENUE AND ATTENDANCE



SHARE OF NATIONAL
POPULATION

2%



ACT SPENT \$26.72 PER PERSON
ON LIVE PERFORMANCE EVENTS

NATIONAL SPEND PER PERSON \$26.35

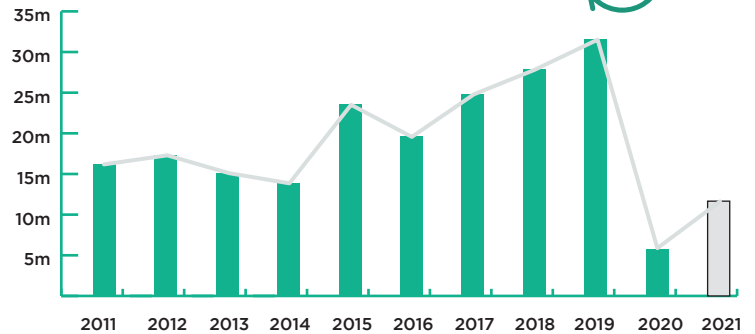




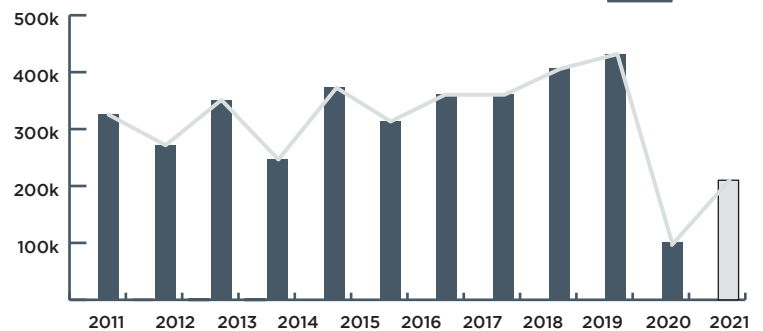
TOP 3 REVENUE

- 1. CONTEMPORARY MUSIC
\$2.8 MILLION
- 2. CHILDREN'S/FAMILY
\$2.6 MILLION
- 3. COMEDY
\$2.5 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

- 1. CHILDREN'S/FAMILY
70,281
- 2. CONTEMPORARY MUSIC
46,659
- 3. COMEDY
40,055

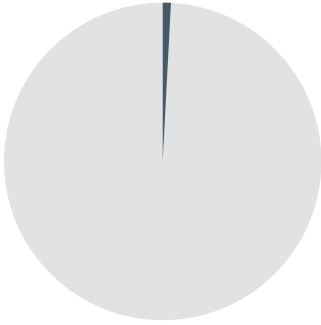


ACT'S GROWTH IN REVENUE BETWEEN 2020 AND 2021 WAS LARGELY DRIVEN BY FESTIVALS (CONTEMPORARY MUSIC), OPERA, CHILDREN'S/FAMILY, THEATRE AND CONTEMPORARY MUSIC

TOP EVENTS INCLUDED SESAME STREET CIRCUS, SUMMERSALT AND PERFORMANCES BY CARL BARRON AND TINA ARENA




NORTHERN TERRITORY




NT GENERATED
1%
OF NATIONWIDE
REVENUE AND ATTENDANCE

REVENUE UP




98%
FROM 2019

REVENUE UP




517%
FROM 2020

ATTENDANCE UP



91%
FROM 2019

ATTENDANCE UP



395%
FROM 2020



SHARE OF NATIONAL
POPULATION

1%



TOTAL REVENUE (TICKET SALES)
\$5.3 MILLION



NT SPENT \$21.05 PER PERSON
ON LIVE PERFORMANCE EVENTS
NATIONAL SPEND PER PERSON \$26.35



TOTAL ATTENDANCE (TICKETS ISSUED)
123,932



NORTHERN TERRITORY



TOP 3 REVENUE

1. FESTIVALS (CONTEMPORARY MUSIC)

\$2.1 MILLION

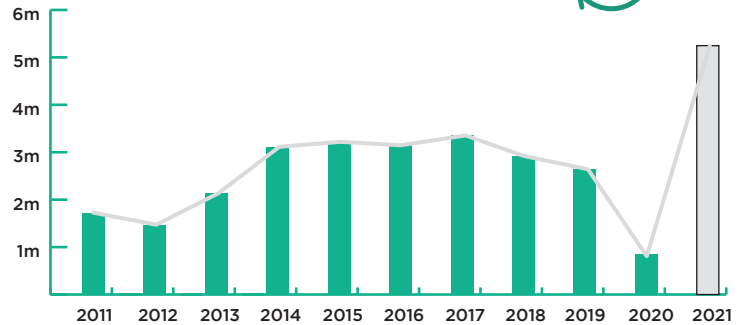
2. FESTIVALS (MULTI CATEGORY)

\$1.3 MILLION

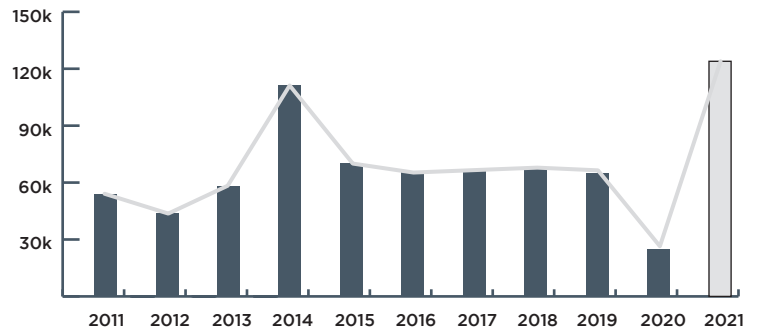
3. COMEDY

\$0.6 MILLION

TOTAL REVENUE (2011-2021)



TOTAL ATTENDANCE (2011-2021)



TOP 3 ATTENDANCE

1. FESTIVALS (MULTI CATEGORY)

57,352

1. FESTIVALS (CONTEMPORARY MUSIC)

20,621

3. COMEDY

12,030



NT'S GROWTH IN REVENUE AND ATTENDANCE BETWEEN 2020 AND 2021 WAS DRIVEN BY THE GROWTH IN FESTIVALS (CONTEMPORARY MUSIC), FESTIVALS (MULTI CATEGORY), THEATRE, CIRCUS AND PHYSICAL THEATRE AND COMEDY

KEY EVENTS INCLUDED *BASSIN THE GRASS*, *DARWIN FESTIVAL* AND *SUMMERSALT*

